

### GASLAMP PROMENADE PROPOSED PLAN

**POSITION:** The Chamber's Infrastructure Housing and Land Use Committee voted to SUPPORT the proposal on November 19, 2019. The Chamber's Public Policy Committee will vote on January 14, 2020 and the Board of Directors will vote on January 23, 2019. The Chamber's Board of Directors voted to SUPPORT the proposal on January 23, 2019.

**RATIONALE:** The Gaslamp Promenade Proposal will provide much needed investment and improvement to the heart of Gaslamp Quarter neighborhood. It will drastically increase the amount of public space downtown and foster community by building a place for connection.

**STATUS:** The proposal has received support from a variety of local elected officials and city leaders. Project organizers are in the process of applying for funding via state and federal grants and securing donations from private investment and corporate donations.

#### SUMMARY

The Gaslamp Quarter Association—in partnership with the City of San Diego, Downtown San Diego Partnership, Carrier Johnson + CULTURE, and Kimley Horn—has created a proposal to pedestrianize eight blocks Fifth Avenue between L Street and Broadway. Modeled after the Third Street Promenade, it is intended to reinvent the neighborhood and decrease the retail vacancy rate on the avenue.

According to the Gaslamp Quarter Association's website, "Eliminating cars from Fifth Avenue will create more space for people and empower the Gaslamp Quarter to receive and entertain more visitors. The absence of vehicular traffic will also promote investment in the neighborhood, thereby improving the pedestrian experience and making the Gaslamp Quarter safer for visitors."

The plazas along Fifth Avenue, named Gaslamp Promenade, will be closed to vehicles from 11am to 3am daily, allowing for businesses to receive deliveries during the off-hours. East-west traffic along all cross-streets will remain open and unchanged.

#### INDUSTRY/IES IMPACTED

Communities and businesses along Fifth Avenue, between L Street and Broadway, will be impacted directly. Indirectly, the increased walkability and foot traffic will benefit ground-level businesses and property values throughout the Gaslamp neighborhood and Downtown at-large.

#### SUPPORTERS

- San Diego Tourism Authority
- Downtown San Diego Partnership
- San Diego Convention Center Corporation
- Assemblymember Todd Gloria
- Supervisor Nathan Fletcher
- Councilmember Chris Ward
- Councilmember Barbara Bry
- Councilmember Jennifer Campbell

#### OPPONENTS

- None known.

#### ARGUMENTS IN FAVOR

The Gaslamp is in need to investment. This creative project would significantly improve the image of downtown and spur future capital investment from both public and private sources.

#### ARGUMENTS IN OPPOSITION

Pedestrianizing eight blocks downtown will eliminate valuable parking and may cause additional traffic.

**MORE INFORMATION**

Project rendering:



Source: Gaslamp Quarter Association Website

Project map:



Source: Gaslamp Quarter Association Website